



PRINT IS UNDEAD!

Print Production 101





About Link9

**The industry's premier print, digital and interactive creative services agency
100% dedicated to healthcare.**

LINK9 is a full-service production agency, with an exemplary track record of executing cross-channel creative content with efficiency and value.

Our knowledge and experience enables us to anticipate, solve and streamline production challenges for our healthcare clients like no other production agency can.

expert pharma experience • agency agnostic • creating efficiencies of experience, process, cost and time • built-in efficiencies for managing MLR sensitivities in production • staffed for regional, global and on-site support



Lou Balsamo, Sr. Production Mgr.

Lou Balsamo has been immersed in many aspects of print production over his 30-year career, including high volume direct mail, point of purchase and collateral materials, trade show large format printing, specialty printing such as engraving, letterpress and digital printing. Lou has worked at multiple advertising agencies such as J. Walter Thompson, Grey Direct, Digitas, Rapp Collins, CDMi Connect, Link9 and has been on the Client side as well for companies such as American Express. Specializing in the collaboration process between production, designer and the print manufacturer, Lou's mission is to bring the creative team's ideas to life in beautifully crafted print pieces that are produced in a cost effective, efficient manner without having to compromise the integrity of the original design.

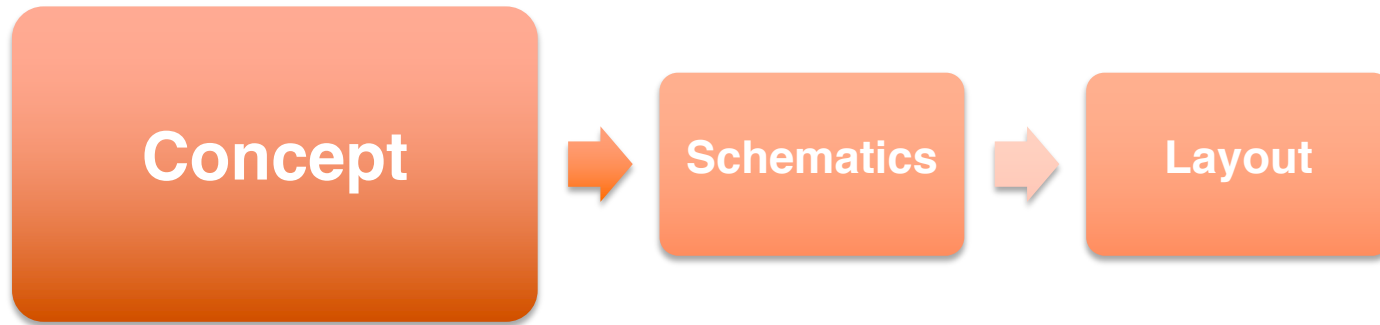


Agenda

- **In the Beginning**
 - **Concept, Schematics, Layout**
 - **Specifications**
- **Here's the Proof**
- **The Final Steps**
- **Tools/Other Areas**
- **Process Quick Guide**
- **Q & A**



In the Beginning: Concept



- Once a project brief is shared with the team, Art and Production can discuss options available to execute the project assigned
 - Discuss purpose of piece, longevity, functionality, timing
 - Samples reviewed for inspiration
 - Assess level of complexity of project



Project Brief Example

Brand	XXX	Patient	PRC	XXX		
Project Name	PEP Event Handouts		PRC #	xxx-US-XXXX		
BIIB Project Owner	Client Name Here		Distribution	<input type="checkbox"/> TBM's	<input type="checkbox"/> AM's	<input type="checkbox"/> FRM's
				<input type="checkbox"/> ANE's	<input type="checkbox"/> IAM's	<input type="checkbox"/> PS
				<input type="checkbox"/> PR	<input type="checkbox"/> TLL's	<input type="checkbox"/> Online
				<input type="checkbox"/> Mail	<input type="checkbox"/> In-office	<input type="checkbox"/> Internal
				<input checked="" type="checkbox"/> Other		
Agency Lead			Agency			
Date	November 2019		Agency Job #	19PTAP8019		

Project Description
<p>Background: During PEP events, people who attend will receive hand-outs that speak to the specific modules of the PEP decks being presented. There are three (3) hand-outs: Healthy Eating, Partners in Caring, and an Important Safety Information hand-out. Because the color of our existing PEP decks was updated earlier this year, we now need to update the hand-outs to match our brand colors.</p> <p>Assignment: Update existing PEP hand-outs to align with brand color style guide and ensure all label changes are being pulled through</p> <p>Project Server Path:</p>
Strategic Goal and Alignment with Brand Strategy
<p>Strategic Goal:</p> <ul style="list-style-type: none"> Drive unrivaled awareness and grow consideration to have patients asking for brand
Metrics & Measurement
<ul style="list-style-type: none"> Brand awareness, consideration & affinity of brand, perception of efficacy
Audience
<ul style="list-style-type: none"> Newly Diagnosed people living with MS and IFN/COP switchers in early stages of MS
Customer Insights



In the Beginning: Schematics



•Once the format is established, Art can develop rough schematics for Production to use while discussing the project with print vendors

- With the help of schematics, Production can assist in obtaining ballpark estimates for the type of designs being presented

- Production will verify basic information with Account in order to obtain these estimates:

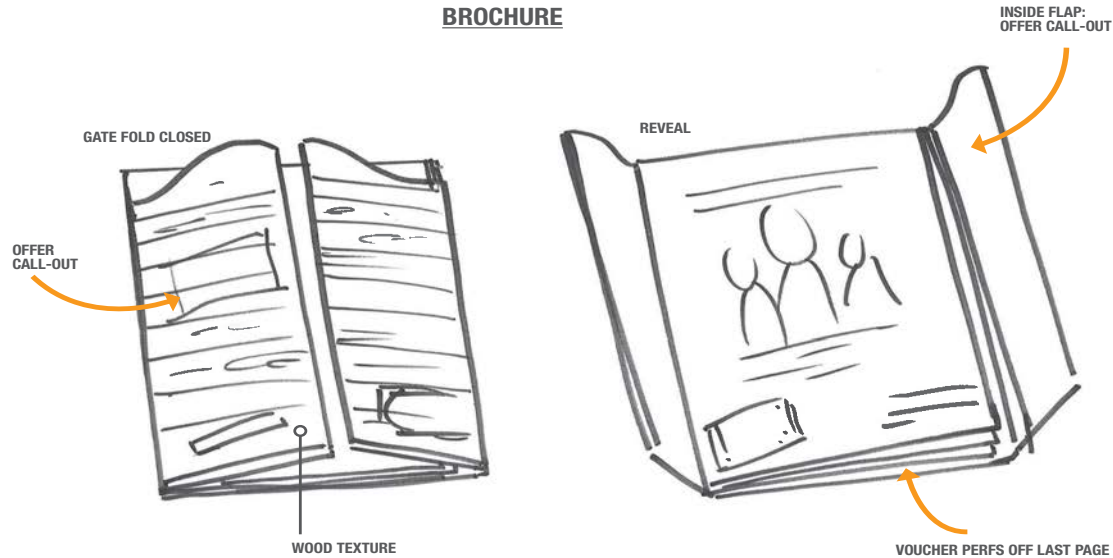
- Quantity
- Local/International delivery needs
- Mailing Information (if applies)
- Timing concerns
- Budget
- Versions



In the Beginning: Schematics (cont'd)

ACIPHEX BROCHURE FORMATS V1 - SALOON DOOR

BROCHURE

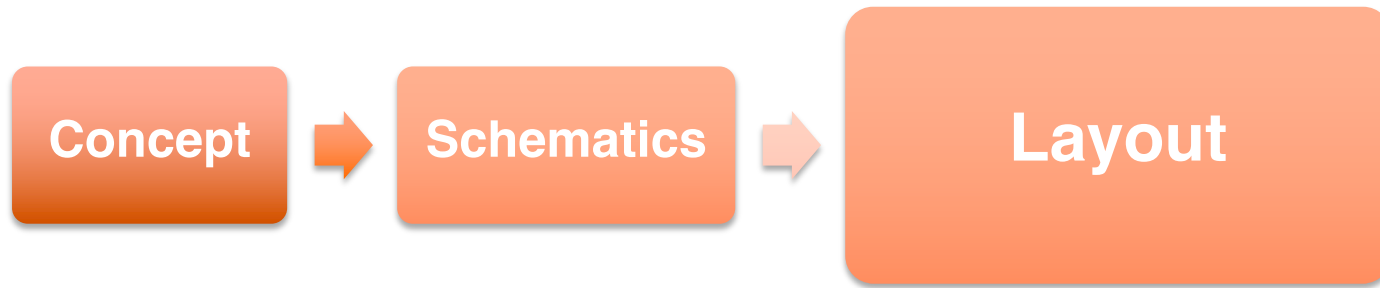


HOLDER





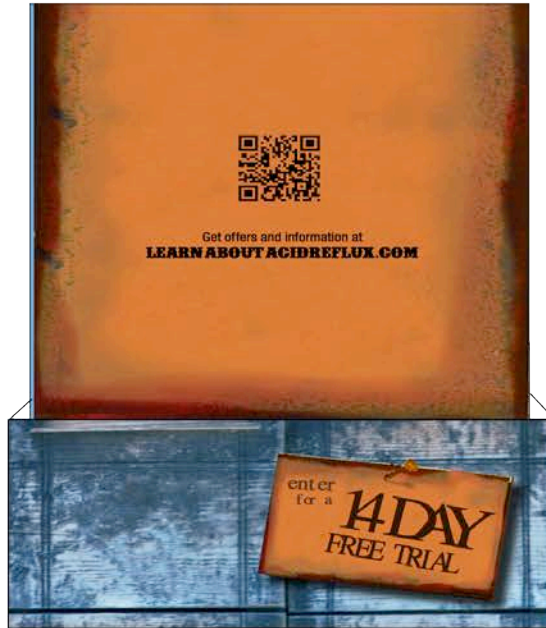
In the Beginning: Layout



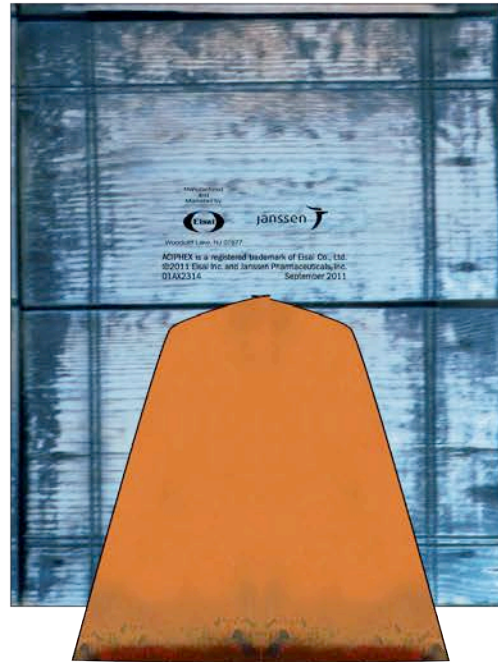
- Based on the final layout selected by the client, Production can:
 - Engage a vendor if the project is complex
 - Create initial comps or white paper dummies to further visualize concept
 - Start writing preliminary specifications



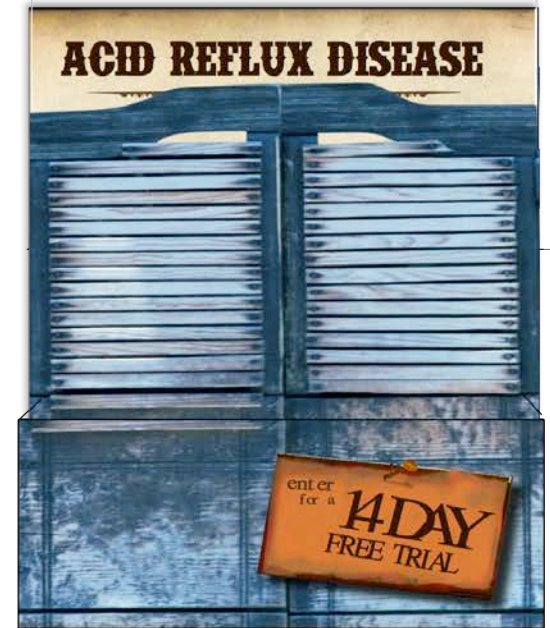
In the Beginning: Layout (cont'd)



Front of Holder



Back of Holder

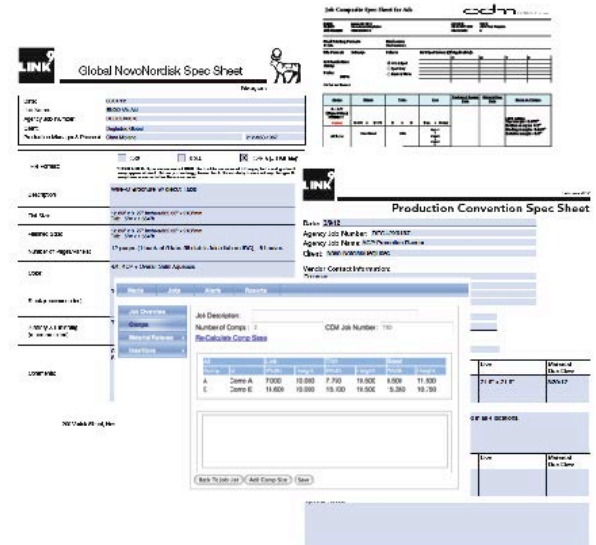


Brochure inside Holder



Specifications

- Now that the design has been selected and parameters of job established, a Production Manager can write out specs, or print specification
- There are many types of spec sheets:
 - Standard Print Spec Sheet
 - Ad/Convention Spec Sheet
 - Media (Ad) Spec Sheet
- Each of these spec sheets communicates information needed by our graphic designers, in order for the job to release properly to a print vendor
- The main areas of importance in a spec sheet are:
 - Printing method
 - Size
 - Stock/Paper
 - Inks/Colors + Finishes
 - Binding
 - Quantity
 - Due Date
 - Versions





Specifications (continued)

PRINTING SPECIFICATIONS

Specialist:		Agency: CDMi Connect/Link9 (Lou Balsamo)	
Item Number: 01AX2404A		Brand: Aciphex	Other: GS: See diagram in VIA Production Folder
Item Description: In-Office Brochure (Wanted Creative)--12 pg. Saddlestitched Book + Cover--REVISE #4 (Revised due to addition of die cut riser panel)			
Prepared/Revised Date: 11/17/11	Estimate Due:	Art Due: w/o 12/5	
Partial Quantity:	Delivery Due:	Total Quantity: 90,000 Delivery Due: Jan. 2012	

STOCK

# Pages: 12pgs. + 4 panel Cover with flap / # Leaves:	Cover and Text Pages	Cover Prints 2 Sides	Text Prints 2 Sides
Cover Stock (weight/stock/finish): 80# Opus Dull Cover (TBD by Jada Tisdale)			
Text Stock (weight/stock/finish): 80# Parchtone Natural Text (TBD by Jada Tisdale)			
Flat Size: 16.75" wide x 13.5" high (13" height includes 4.5" pocket & .5" die cut riser)	Finished Size: 6.5" wide x 9" high Panel Sizes: 6.5", 6.5", 3.75" for flap that folds in from BC		

COLORS

Colors per Side - COVER: 4/4	Colors per Side - TEXT: 4/4	Bleeds: Yes
4 Color Process: Yes	PMS Colors: NONE	
Varnish: Yes	Overall	Type of Finish: Satin Aqueous

PACKAGE INSERT

PI Required: Yes	How Affixed: Inserted Into Pocket
PI Requirement Comments:	PI Placement Comments:

FINISHING REQUIREMENTS

<input type="checkbox"/> Straight Cut Tabs	<input type="checkbox"/> Die Cut Tabs	# Tabs:	Page #s of Tabs:	
<input checked="" type="checkbox"/> Score	<input checked="" type="checkbox"/> Fold	<input checked="" type="checkbox"/> Die Cut	<input type="checkbox"/> 3-Hole Drill	<input type="checkbox"/> Collate
<input checked="" type="checkbox"/> Saddle Stitch	<input type="checkbox"/> Corner Stitch	<input checked="" type="checkbox"/> Glue	<input type="checkbox"/> Padding	<input type="checkbox"/> Easel
<input type="checkbox"/> Wire-O (Color:)	<input type="checkbox"/> Film Lam (Thickness ml:)	<input type="checkbox"/> SHRINKWRAP IN: Select		
Other Finishing/Comments: Cover has a 3.75" flap that will fold in. Flap will have a die cut riser .5" above the trim which runs the full width of the 3.75" panel. Trim, die score, die cut, insert PI, Rep. Voucher & Rep. Savings Card Insert into pocket, fold, weld glue pocket on left and right side. Pocket size is 6.375" wide x 4.5" high. Pocket is indented 0.625" from fold on each side. NOTE: Rep. pieces are being produced by MediMedia and they will need to ship them to the printer or warehouse for insertion into the Brochure pocket.				

PROOFS, SAMPLES, AND DELIVERY

Production Specialist:	Agency:	Proofreader: Select
<input type="checkbox"/> Email PDF <input type="checkbox"/> Bluelines <input type="checkbox"/> Color Proof Samples ATTN:	<input checked="" type="checkbox"/> Color Proof 25 Samples ATTN: Lou Balsamo Link 9, 200 Varick St. 2nd Floor, NY, NY 10014 (212) 798-4480	<input type="checkbox"/> Blueline

Delivery Location 1 - QTY	Delivery Location 2 - QTY	Delivery Location 3 - QTY
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Specifications (cont'd): Printing Methods-Digital Printing

Digital printing (CMYK)

- Typical printing area is 11" x 17" at maximum
- Used for short-run jobs

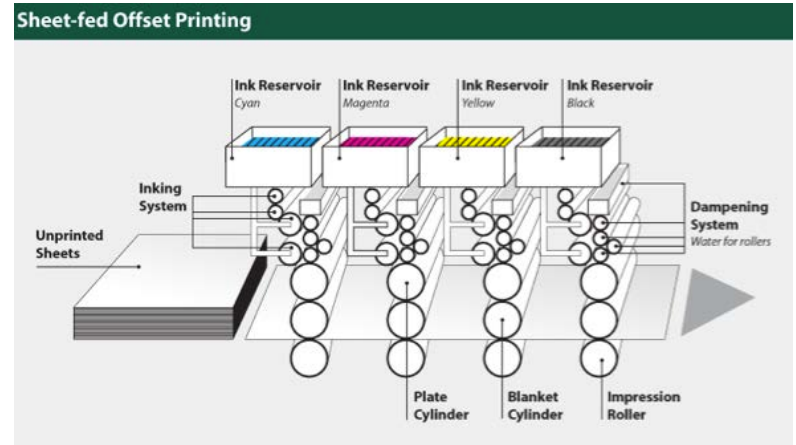




Specifications (cont'd): Printing Methods-Sheetfed Printing

Sheetfed printing (CMYK + 2 Spot Colors Maximum)

- Typically used for multiple-page jobs 12" x 18" or greater
- Used for brochures, posters, 3-dimensional packaging, etc





Specifications (cont'd): Printing Methods-Web Printing

Web printing (CMYK + Spot Colors)

- Typical printing of very large runs and varying in size
- Used for large-run jobs that are 100,000 or more such as magazine inserts or direct-mail pieces, etc

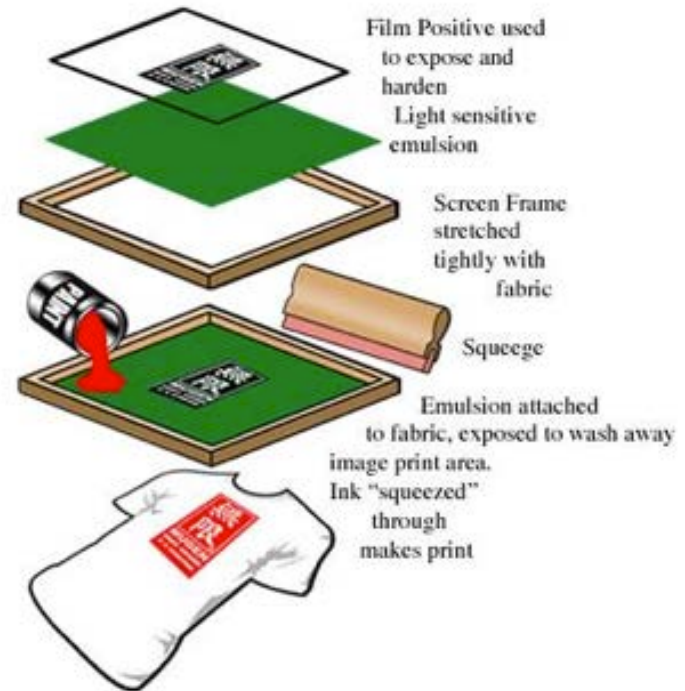




Specifications (cont'd): Printing Methods-Silk Screen Printing

Silk screen printing

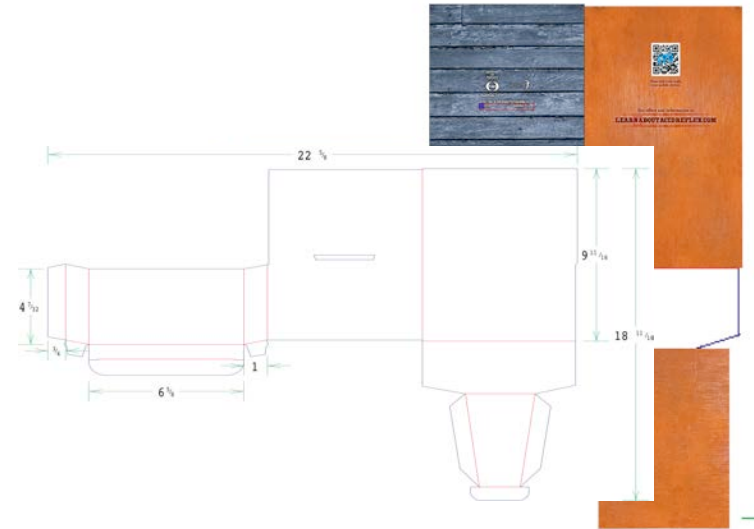
- Typically used for t-shirts and certain premium (mugs, pens, etc)
- Best when spot colors are being used but can also print CMYK at a lower line-screen





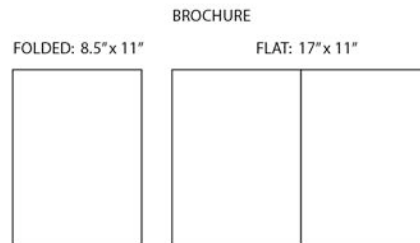
Specifications (cont'd): Size

- In writing specs for jobs, size is a very important detail
 - Complex jobs requiring die lines are generally supplied by a print vendor
 - To create a die line, print vendors take our general dimensions and further develop all of the intricacies necessary to properly construct what has been designed
 - The die line ensures the job will be manufactured according to the final design selected and the print vendor's equipment needs.



- Other things to keep in mind about size:
 - Width is always noted first in measurements, followed by height
 - Because of the printing process, pages are not created individually. Therefore, when specifying size you must specify the FLAT size vs FOLDED size
 - FLAT size refers to the total overall size when the piece is laying flat before it gets trimmed down
 - FOLDED size refers to the overall size when the piece is finished and trimmed down

•EXAMPLE:

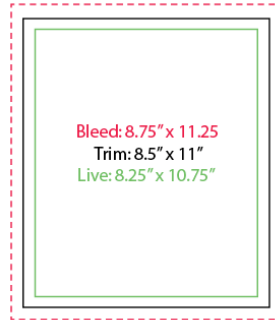




Specifications (cont'd): Ad Size

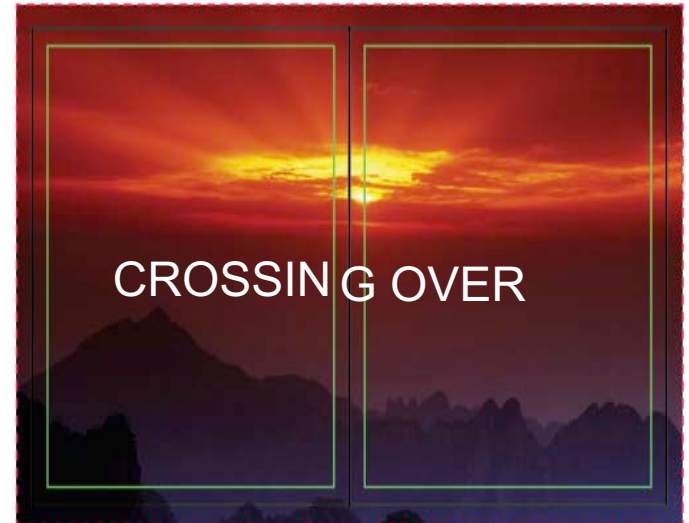
•In designing and specifying size information for ads, there are several things to keep in mind:

- Bleed, Trim and Live areas

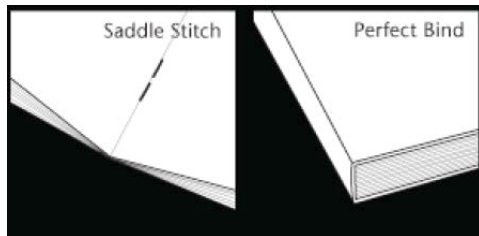


- Crossovers

•NOTE: Placing objects or images with sensitive colors across pages as well as copy and small type can be problematic. Exact registration can't ever be achieved between the 2 separate pages and color shift between the two pages can also occur.



- Saddle Stitching vs Perfect Binding





Specifications (cont'd): Stock/Paper

•Selecting a stock for a job is a critical step in the overall print process. Here are some things to consider when selecting stock:

•Uncoated vs coated:

1. Reasons for selecting uncoated:

- Does it fit the look and feel of the creative concept? Colors are generally a bit more muted than coated
- Texture, feel of uncoated sheet
- Imaging or ability to write on stock
- Works well with folding and inserting equipment

2. Reasons for selecting coated:

- Does it fit the look and feel of the creative concept? Colors will generally pop more than uncoated
- Enables the use of different varnish and coating techniques in order to “pop” specific, isolated areas





Specifications (cont'd): Stock/Paper



Weight

- Compatibility with the creative concept and intended end use
- Mailing requirements
- Digital machine parameters
- Shelf-life



Specifications (cont'd): Inks/Colors



PANTONE 485 PC



C:0 M:93 Y95 K:0

- PMS or Pantone Matching System Colors

- Solid, specific colors referenced by number in universally accepted swatch books. They have specific formulas much like paint color swatch books

- When to use PMS colors:

- Ideal for color match situations as a standard must be maintained by all involved
- To avoid conflict while on press between 4 color art and PMS solid areas

- CYMK/4 Color Process

- CMYK is made up of Cyan, Magenta, Yellow and Black (or K)
- CMYK or 4 color process is the most widely used choice of inks and is an industry standard

- When to use 4CP:

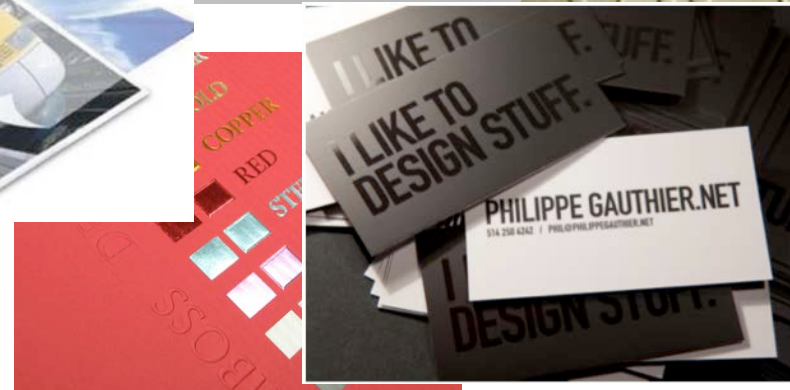
- When you have 4CP images or photos
- When cost is an issue. 4CP tends to be less expensive than PMS colors



Specifications (cont'd): Special Finishes

To further enhance (or in some cases protect) a piece, a job can utilize some of the techniques listed below:

- Aqueous Coating
- Inline spot gloss varnish (mild gloss)
- Offline spot UV (high gloss)
 - Additives: glitter, flecks of color, etc
- Emboss vs Deboss (raised vs recessed pattern)
- Foil stamping (silver, gold, special color)
- Lamination
- Soft Touch Coating
- Textured Varnishes/Coatings





Here's the Proof

•When all of the approvals have come through from the client, the team can provide direction to Link9 to begin the PrePress (PP) process

•Link9 will collect all of the native files as part of the PP. This includes fonts, InDesign files, and hi-res images used in the job. These files will be made into a zip file and then uploaded into an FTP site for selected vendor to download from or packaged in a disk sent via FedEx or messenger

•Now that files are with the print vendor that has been selected, what's next? Proofs!

- PDF proof
- Bluelines
- Color proof
- Ink drawdown
- Press proofs (for testing purposes)





The Final Steps

- Now that proofs have been approved through the internal team and client, it is time to go on press
- The on-press experience entails several things:
 - Matching press sheet to approved color proof
 - Correct lighting/viewing conditions
 - Correct paper
 - Marking up press sheets
 - Correct inks
 - Correct finishing
 - Crossovers
 - Registration
- After the job has printed, you'll have the opportunity to review samples of final produced material. It is at this point you can ensure samples:
 - Match the press sheet
 - Are constructed properly



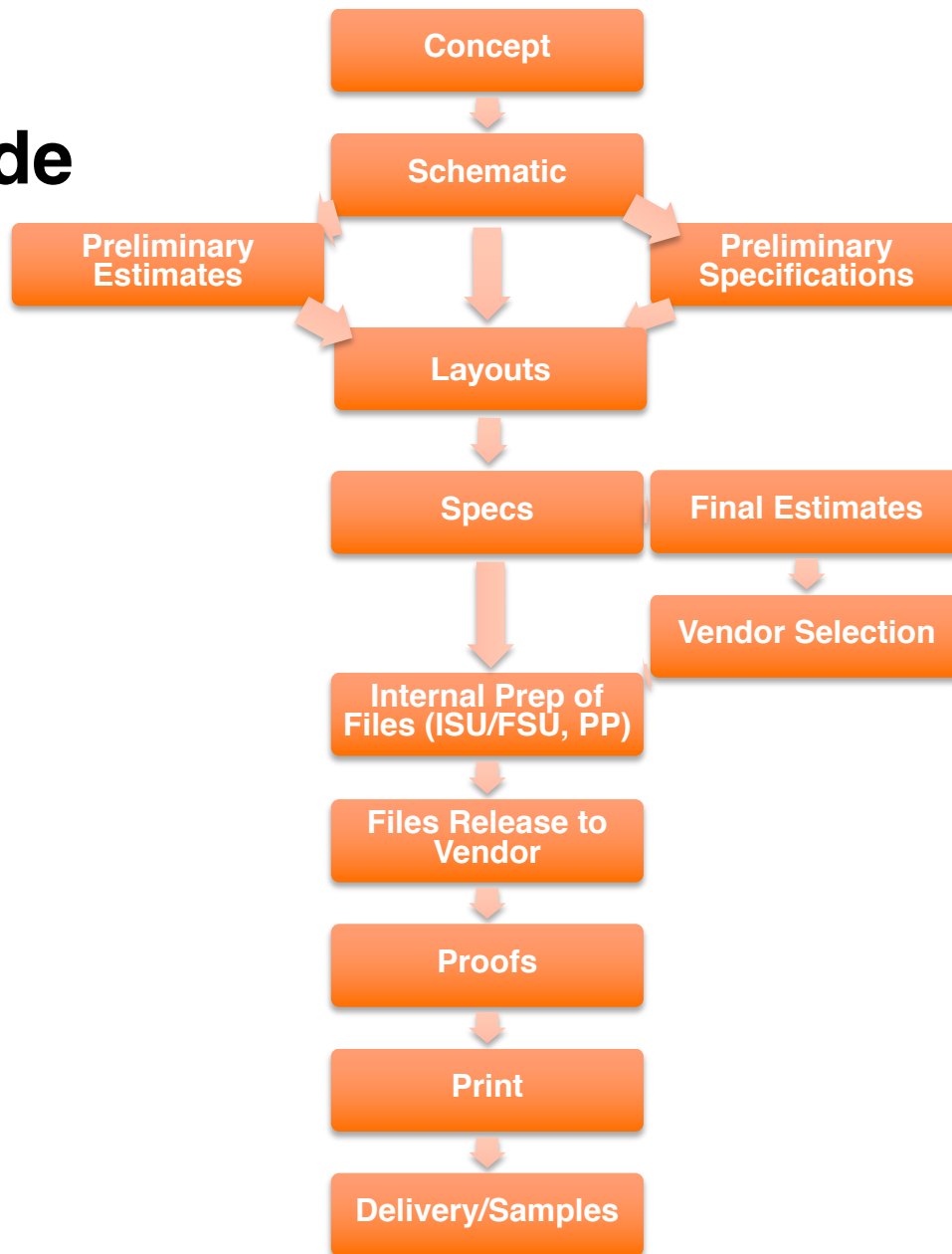


Tools/Other Areas

- Print glossary terms
- Premium/pharma guidelines
 - Limited tchotchkes (premium giveaways)
 - Premiums can be distributed to reps/PCPs only if they are medically relevant
 - No general limitation if the premium is being given to marketers for internal use only and not distributed to reps or PCPs



Process Quick Guide





Q & A



THANK YOU!

